


Memorandum



Date: September 10, 2012

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor 

Subject: Adrienne Arsht Center for the Performing Arts Center of Miami-Dade County-
Monthly Status Report

RCA
Agenda Item No. 7(B)

Attached please find the monthly report and financials provided from the Adrienne Arsht Center for the Performing Arts of Miami-Dade County



Lisa M. Martinez
Senior Advisor

MEMORANDUM

Date: August 3, 2012

To: The Honorable Carlos Gimenez, County Mayor

From: M. John Richard

Subject: Adrienne Arsht Center for the Performing Arts of
Miami-Dade County Status Report

AlleyCamp Miami 2012 participants have spent the last month, leaping, twirling, and stretching their minds and bodies. From field trips to Jungle Island and Lucky Strike Bowling to taking classes in West African, Jazz, Modern, Ballet, Percussion, Personal Development and Creative Communications, these 100 Miami-Dade County Middle School students have called the Arsht Center home. The full scholarship program provides campers with back packs, dance attire, transportation, breakfast and lunch to assure their success throughout the six weeks. For the last two weeks, campers have been participating in anti-bullying workshops facilitated by the Anti-Defamation League and adopting the "**No Place for Hate**" Campaign, making **AlleyCamp Miami** an official **No Place for Hate** site. The 100 campers are now the ambassadors of the message for their schools. This Saturday, August 4th, the campers hit the Knight Concert Hall stage to perform their original work entitled **HUES**, a celebration of diversity and oneness, where differences are erased and humanity is celebrated. The performance will be attended by over 1,500 members of the community.

Repairs in the Ziff Ballet Opera House

Phase 2 of the Water Damage Project is nearing completion in the Ziff Ballet Opera House. The demolition and cleaning of affected materials will be completed by the end of this week. Final testing of air and surface quality will take place early next week. We are optimistic for a letter stating the lobby and associated areas are clean and will be ready for renovation at that time. Phase 3 estimates have started to come in and we are awaiting approval from the Adjusters, Engineering Firms and Forensic Accounting Firm to proceed with the renovation.

Programming

On July 18th, The Adrienne Arsht Center opened our smash summer hit, **The Donkey Show**. **The Donkey Show** is Studio 54 meets Miami 2012 with 800 Miami-ians dancing under the nation's largest disco ball every night. This performance is not your average

night at the theater – essentially, we have opened up a nightclub on the stage of the Ziff Ballet Opera House!

And Miami has spoken – audiences are dancing the night away to all of the 70's hits they know and love. We are thrilled to announce, that due to popular demand, *The Donkey Show* was extended and will run through August 18th.

Last month, the Adrienne Arsht Center announced its inaugural **LIVE AT KNIGHT** series in the John S. and James L. Knight Concert Hall. This new series, premiering in the 2012-2013 season, will feature a starry line up of popular entertainers representing world music, rock, soul, hip-hop, comedy, pop, literature, current events, lifestyle trends and more. The **LIVE AT KNIGHT** season currently features six extraordinary acts such as the Florida premiere of *Idle Warship* with **Talib Kweli** and **Res**; the Arsht Center debut of **Lenine**, **Calypso Rose** and **Esperanza Spalding**; and the triumphant return of **Diego El Cigala** and **Kodo** to the Center. Additional performances will be announced in the coming months.

Two special events will happen here: on Wednesday, August 6th the **United States on Aging Town Hall** and on Friday, August 10th the **MDCC Opening of Schools**. Both events will occur in the Knight Concert Hall.

Finances

For the month of June (see attached operating projection):

- *The Arsht Center Presents* and *Broadway* performances have sold at 69%.
- Attendance for the year is approximately 375,000, which is 20% higher than last year.
- Occupancy costs for the year are approximately 10% below budget.

Upcoming Performances

- **Grammy Nominated Urban Gospel Superstar J Moss:** September 16th. *J Moss* has become one of the most powerful forces in urban gospel music by combining traditional spiritual messages with modern arrangements and hip-hop beats and will perform as a part of the Center's **Free Gospel Sundays** with the *Miami Mass Choir*.
- ***I am my own wife*:** October 4 - October 21. Winner of the Pulitzer Prize for Drama and the Tony Award for Best Play, Doug Wright's *I Am My Own Wife* is the astonishing story of Charlotte von Mahlsdorf, a Berlin transvestite, who survived first the Nazis and then the Communists - as a woman.
- ***Broadway in Miami 2012-2013*:** October 9 - May 12. This season, you will experience the return of the world's greatest musical spectacle - *Les Misérables* - in its lavish new 25th anniversary production, along with the Miami premieres of Broadway's biggest fun-filled hits - including the high-stepping *Mary Poppins*, the

oullandishly colorful *Priscilla, Queen of the Desert*, the awesomely cool *Rock of Ages*, and - the 2010 Tony Award Winner for Best Musical - *Memphis*, a triumph of explosive dancing and powerhouse songs.

- **Rock of Ages:** October 9 – 14. The worldwide party musical *Rock of Ages* features a mix of 28 rockin' 80s tunes including "Don't Stop Believin'," "We Built This City," "The Final Countdown," "Wanted Dead or Alive," "Here I Go Again," "Can't Fight This Feeling" and "I Want To Know What Love Is."
- **Girls vs. Boys:** November 1 – 18. The Adrienne Arsht Center and the University of Miami's Department of Theatre Arts are partnering once again to develop a fresh new musical. *Girls vs. Boys* is written by the same team behind The House Theatre of Chicago's smash hit, *The Sparrow*.
- **Ballet Austin Light/The Holocaust & Humanity Project:** November 3 & 4. A full-evening contemporary ballet that turns the spotlight on discrimination and the ultimate triumph of the human spirit, *Light/The Holocaust & Humanity Project* offers a timely reminder of the importance of the protection of human rights. Set to the sweeping, spellbinding music of Philip Glass, Steve Reich, Arvo Pärt, Evelyn Glennie, and Michael Gordon, *Light/The Holocaust & Humanity Project* catapulted *Ballet Austin* into the front ranks of American ballet companies following its 2005 premiere.

Thank you, Mayor, for joining the Steering Committee to make this effort impactful and community-wide.

Operating Projection for Fiscal Year 2012
(in '000s)

	Actual												Revised Projection			Revised Projection		Original FY12 Budget Total
	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	
REVENUE																		
Ticket Sales	\$ 1,068	\$ 244	\$ 1,571	\$ 287	\$ 434	\$ 6,263	\$ 1,365	\$ 2,835	\$ 2,673	\$ 446	\$ 821	\$ 113	\$ 18,600	\$ 3,339	\$ 1,729	\$ 3,140	\$ 500	\$ 12,721
Rental Revenue	\$ 287	\$ 324	\$ 347	\$ 395	\$ 309	\$ 410	\$ 302	\$ 365	\$ 260	\$ 150	\$ 150	\$ 100	\$ 3,339	\$ 1,729	\$ 3,140	\$ 500	\$ 1,300	\$ 3,425
Facility Chargebacks	\$ 19	\$ 49	\$ 50	\$ 98	\$ 195	\$ 1,095	\$ 42	\$ 40	\$ 43	\$ 35	\$ 35	\$ 30	\$ 1,729	\$ 3,140	\$ 500	\$ 1,300	\$ 3,425	\$ 1,300
Box Office Fees	\$ 222	\$ 147	\$ 276	\$ 170	\$ 398	\$ 325	\$ 126	\$ 412	\$ 243	\$ 150	\$ 150	\$ 150	\$ 2,769	\$ 500	\$ 500	\$ 500	\$ 500	\$ 3,140
Parking Revenue	\$ 48	\$ 29	\$ 48	\$ 64	\$ 62	\$ 83	\$ 21	\$ 76	\$ 63	\$ 20	\$ 20	\$ 12	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 400
Concessions	\$ 27	\$ 24	\$ 34	\$ 30	\$ 30	\$ 30	\$ 31	\$ 31	\$ 24	\$ 20	\$ 20	\$ 12	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 400
Merchandise Sales	\$ 1	\$ 5	\$ -	\$ 8	\$ 1	\$ 4	\$ 3	\$ 2	\$ -	\$ 1	\$ 1	\$ 1	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 50
Subsidy/Foundation	\$ 400	\$ 320	\$ 480	\$ 324	\$ 290	\$ 250	\$ 500	\$ 85	\$ 250	\$ 500	\$ 500	\$ 2,376	\$ 6,275	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,111
Miami-Dade County Funding	\$ 474	\$ 614	\$ 623	\$ 535	\$ 500	\$ 634	\$ 457	\$ 571	\$ 755	\$ 800	\$ 800	\$ 887	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,650
Other Revenue	\$ 5	\$ 7	\$ 6	\$ 6	\$ 34	\$ 6	\$ 5	\$ 6	\$ 19	\$ 15	\$ 15	\$ 15	\$ 139	\$ 139	\$ 139	\$ 139	\$ 139	\$ 485
Total Revenue	\$ 2,552	\$ 1,763	\$ 3,495	\$ 1,893	\$ 2,253	\$ 9,100	\$ 3,332	\$ 4,410	\$ 4,330	\$ 2,137	\$ 2,512	\$ 3,699	\$ 41,376	\$ 41,376	\$ 41,376	\$ 41,376	\$ 41,376	\$ 36,783
EXPENSES																		
Non-Stagehands Salaries & Benefits	\$ 567	\$ 545	\$ 870	\$ 608	\$ 625	\$ 674	\$ 512	\$ 570	\$ 920	\$ 590	\$ 590	\$ 590	\$ 7,761	\$ 7,761	\$ 7,761	\$ 7,761	\$ 7,761	\$ 8,110
Stagehands Salaries & Benefits	\$ 103	\$ 121	\$ 124	\$ 75	\$ 67	\$ 125	\$ 104	\$ 163	\$ 356	\$ 163	\$ 300	\$ 127	\$ 1,828	\$ 1,828	\$ 1,828	\$ 1,828	\$ 1,828	\$ 1,810
Marketing & Communications	\$ 382	\$ 181	\$ 374	\$ 168	\$ 176	\$ 1,111	\$ 363	\$ 609	\$ 187	\$ 220	\$ 322	\$ 130	\$ 4,223	\$ 4,223	\$ 4,223	\$ 4,223	\$ 4,223	\$ 3,014
Event Expenses	\$ 964	\$ 278	\$ 1,285	\$ 365	\$ 270	\$ 5,748	\$ 1,893	\$ 1,735	\$ 2,425	\$ 176	\$ 324	\$ 440	\$ 15,903	\$ 15,903	\$ 15,903	\$ 15,903	\$ 15,903	\$ 11,485
Fulfillment Costs & Comp. Tickets	\$ 28	\$ 108	\$ 59	\$ 50	\$ 122	\$ 129	\$ (3)	\$ 88	\$ 78	\$ 70	\$ 65	\$ 54	\$ 858	\$ 858	\$ 858	\$ 858	\$ 858	\$ 726
Show/Event Parking	\$ 66	\$ 77	\$ 66	\$ 49	\$ 125	\$ 43	\$ 48	\$ 30	\$ 53	\$ 25	\$ 25	\$ 13	\$ 620	\$ 620	\$ 620	\$ 620	\$ 620	\$ 422
Administration & Overhead	\$ 25	\$ 37	\$ 52	\$ 61	\$ 35	\$ 62	\$ 53	\$ 38	\$ 57	\$ 18	\$ 18	\$ 13	\$ 470	\$ 470	\$ 470	\$ 470	\$ 470	\$ 450
Miami-Dade County Commitment	\$ 87	\$ 114	\$ 100	\$ 102	\$ 86	\$ 145	\$ 84	\$ 69	\$ 96	\$ 85	\$ 85	\$ 85	\$ 1,138	\$ 1,138	\$ 1,138	\$ 1,138	\$ 1,138	\$ 1,321
Settlement	\$ -	\$ -	\$ 325	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Occupancy Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation Expense	\$ 474	\$ 614	\$ 623	\$ 535	\$ 500	\$ 634	\$ 457	\$ 571	\$ 755	\$ 800	\$ 800	\$ 887	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,650	\$ 7,650
Interest Expense	\$ 51	\$ 52	\$ 51	\$ 51	\$ 51	\$ 51	\$ 50	\$ 49	\$ 48	\$ 48	\$ 49	\$ 49	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ 275
Total Expenses	\$ 2,748	\$ 2,127	\$ 3,829	\$ 2,084	\$ 2,067	\$ 9,722	\$ 3,561	\$ 3,922	\$ 4,975	\$ 2,195	\$ 2,578	\$ 2,398	\$ 41,376	\$ 41,376	\$ 41,376	\$ 41,376	\$ 41,376	\$ 36,763
Operating Surplus (Deficit)	\$ (196)	\$ (364)	\$ (494)	\$ (231)	\$ 196	\$ 378	\$ (809)	\$ 488	\$ (645)	\$ (58)	\$ (60)	\$ 1,301	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (10)